

COLUMBIA RECORDS INC.
799 7TH AVE.
N.Y.C.

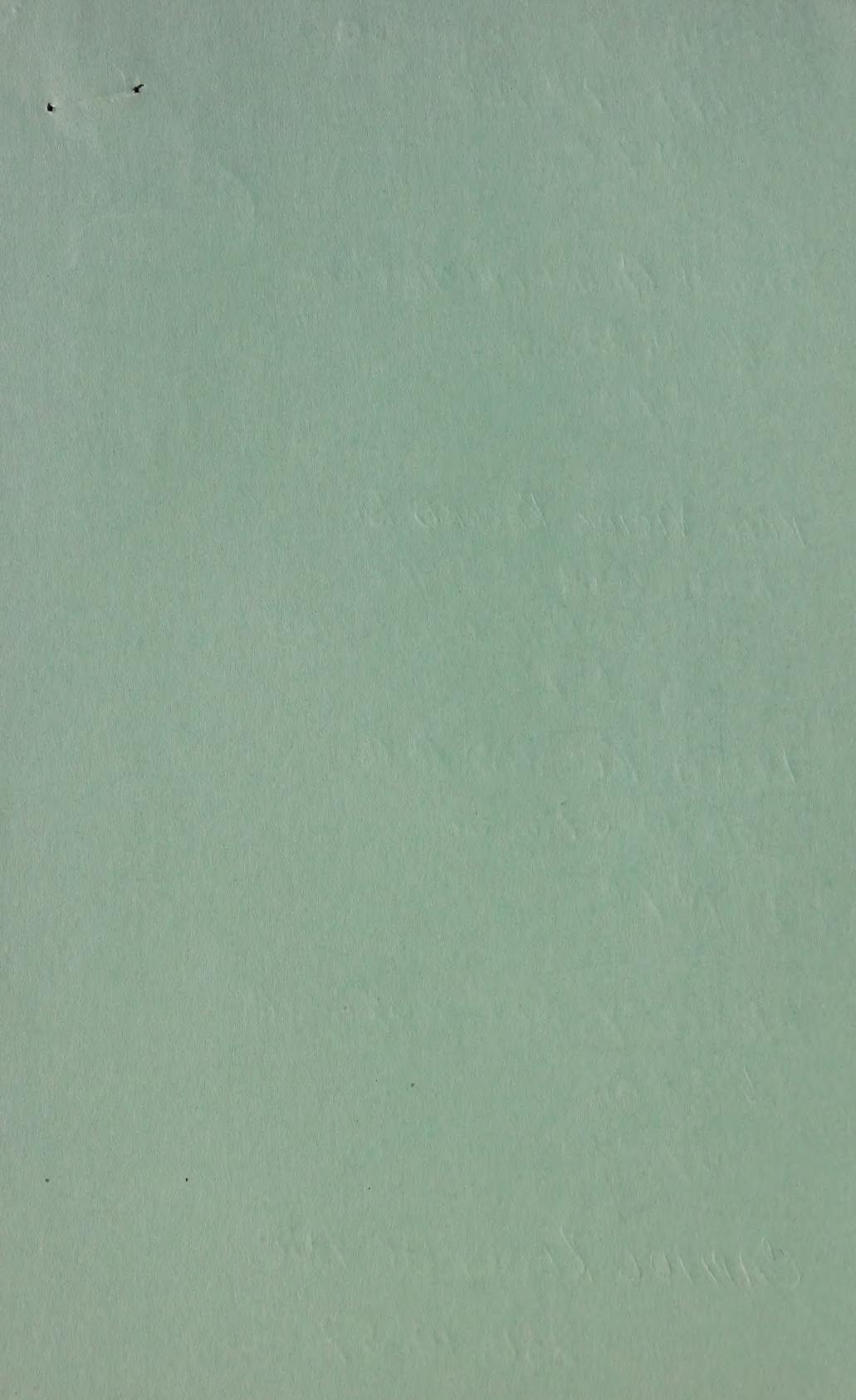
LONDON GRAMOPHONE CORP.
16 W. 22. ST.
N.Y.C.

RCA VICTOR RECORD DIV.
RADIO CORP. OF AMER.
30 ROCKEFELLER PLAZA
N.Y.C.

DECCA RECORDS INC.
50 W. 57TH ST.
N.Y.C.

MERCURY RECORDS CORP.
522 5AY.
N.Y.C.

CAPITOL RECORDS INC.
250 W. 57



P.

Dear Sirs,

In preparing our advertising format for the fall semester, it occurred to me that Met ^(co.) might be interested in advertising on radio station WHRC at Haverford College.

Haverford is a small men's college of about 500 just outside of Phila. WHRC, ^{founded in 1942} the college carrier current radio station, is a principal activity and is ^{very} widely listened to, reaching almost all of the students. Its ~~area of coverage~~ ^{area of coverage} is limited to those living in very

The college campus, however, 2
WHR^C carries on a very
ambitious program, broadcasting
from 5:45 P.M. to midnight ~~every~~
weekdays and 4:30 P.M. to 11 P.M.
Sundays. Necessarily, much of
our programming is dependent on
records. Yet our budget is extremely
small, incapable of supporting
the expense of maintaining an
adequate record library for
these programs, which encompass
both classical and popular
music. Thus far, we have

~~As a result, we~~
received no support from the

record companies in this
matter.

For this reason, we would
like to have as an advertiser
_____. In exchange for
the advertising, we could either
charge our regular rates or accept
records instead. Our rates are
as follows:

15 min.	\$3.00
30 min.	6.00
60 min.	12.00
1 min. spots.	1.00

I might add that we are
particularly anxious to have

sponsors for continuing classical
music programs and, to a lesser,
extent, popular music programs.

I sincerely hope that the
above suggestions will interest
you.

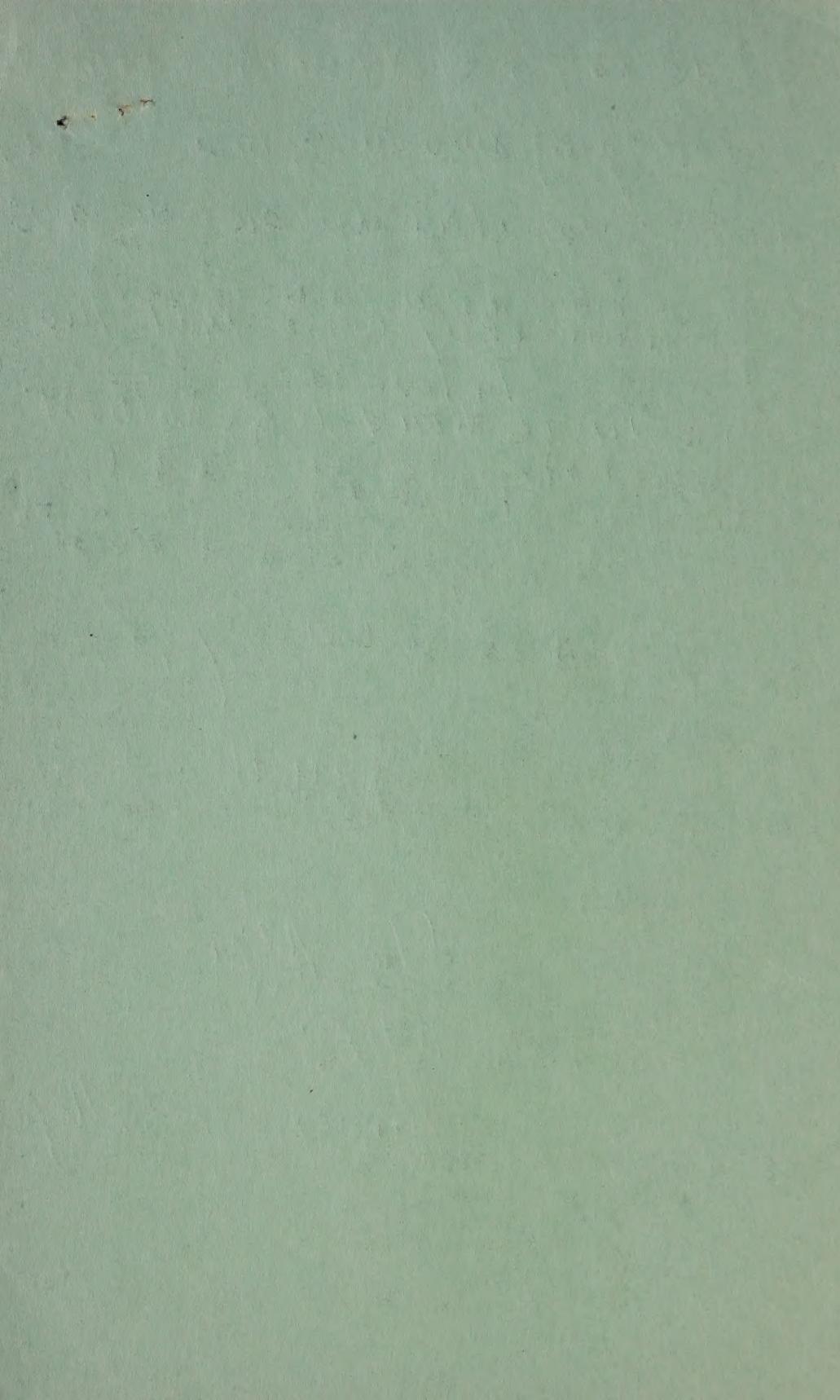
Cordially,

DWTH.

Sgt Major

WRC

Haverford College



Suggestions for popular and semi-classical records to be purchased
by Station WHRC:

"I Can't Get Started With You" --- Bunny Berrigan

"I've Got My Love to Keep Me Warm" --- Les Brown

"Sing, Sing, Sing" --- Benny Goodman

"How High the Moon" --- Stan Kenton - vocal by June Christy

"Opus #1" --- Tommy Dorsey

"Green Eyes" --- Jimmy Dorsey

"Rag Mop" ---- Jimmy Dorsey

"Traffic Jam" --- Artie Shaw

"Goodnight Irene" --- Gordon Jenkins

"Vagabond Shoes" --- Vic Damone

"Ain't Misbehavin'" --- Harry James

"I'll Get By" --- Harry James

"I'll Never Smile Again" --- Tommy Dorsey

"Artistry in Rythm" --- Stan Kenton

"Artistry Jumps" --- Stan Kenton

"Nola" --- Les Paul

"Jealousy"

"Somebody Loves Me"

"So in Love" --- Dinah Shore

"Brazil" --- Les Paul

"Deep Purple"

"I've Got You Under My Skin"

"Love For Sale"

"Night and Day"

"You'd Be So Nice to Come Home To"

"Body and Soul" --- Benny Goodman

"Easy To Love"

"Blue Champagne"

"Someone to Watch Ove Me"

"It Had to Be You "

"You Made Me Love You"

"These Foolish Things"

"One O'Clock Jump" --- Harry James

"Blue Moon"

"Bewitched" --- Doris Day

"Carolina Moon"

"On a Chinese Honeymoon" --- Mills Brothers

"Up a Lazy River" --- Mills Brothers

"With a Song in My Heart" --- Doris Day

"In the Mood" --- Glen Miller

"Perfidia" --- Glen Miller

"Moonlight Serenade" --- Glen Miller

"Dancing in the Dark" --- Artie Shaw

"Two Silhouettes" --- Doris Day

Dream of Little Boats

Music, Aladar K.

Respectfully submitted,

John M. Somerndike

John M. Somerndike

(production manager)

W H A V
HAVERFORD COLLEGE
HAVERFORD, PENNA.

OFFICE OF THE SECRETARY

MEMBER
INTERCOLLEGiate BROADCASTING SYSTEM

To answer questions concerning the set-up of WHRC the following answers were mailed to Graceland College, Lamoni, Iowa (Glen Cargyle) 5April1948:

What type of conductors do you use for transmission, such as water pipes, high voltage lines, etc? Twisted pair coupling into power lines from basement of dormitories.

Broadcast coverage: 260 ft.

Station's power: 2 watts fed into transmission lines

Antenna coupling set-up: link coupled tank with transmission lines tapped on center tap grounded.

Precautions to insure radiation conforms to FCC rules: light bulb takes ~~plus~~ excess power. transmission lines run underground

Methods used to check radiation: listening check with sensitive portable radio.

Studio size: A- 10' times 16'
B- 10' times 10'

Room needed for transmitter and other technical equipment: 15 cu ft.

Original coat of equipment: \$2,000

Maintenance per year: \$100.

October 15, 1946

Promotion Director
Capitol Record Company
1 East 57th Street
New York, New York

Dear Sir:

We, at Station WHAV, are very interested in the possibilities of obtaining free copies of the latest Capitol releases for broadcast use. We feel that such an arrangement would mutually advantageous. Our listening audience is restricted to the students of Haverford College, of whom there are approximately 300 covered by our station. This audience, we feel, is the ideal one for recorded music. College students buy a great many records each month, and, in most cases, these records are ones that have been heard on various radio programs.

If we could obtain your new releases, they would be used on a program which is being scheduled for Thursday nights at 10 p.m., to last one hour. They would also be used on our other "disc-jockey" programs, all of which are scheduled from 10 p.m. to 11 p.m., when we go off the air for the day. There are several different types of these programs. On Monday we carry a program of Jazz and Swing records, on Tuesday, one half hour each of South American music, and at times from the new Broadway shows, and on Wednesday, a program of "Music for Dreaming" which is everything but Jazz and Swing. Certainly your records would not go wasted, and we sincerely believe that enough of your records would be sold in the local dealers' shops to make it worth your while financially.

As you can see by our letterhead, we are members of the Intercollegiate Broadcasting System, an organization of some twenty-five non-profit college stations. These stations are all operated by students of the various colleges, and are, in most cases, subsidized by the Student Government of the college. The officers serve without pay, and the stations are prohibited by the IBS regulations from distributing any profits. All profits, if any, are returned to the stations' treasuries to be applied to the next year's budget.

We would appreciate an answer to this request at your convenience. Please address your reply to the attention of the writer. Thank you.

Sincerely yours,

Station WHAV

William Swartley, President

~~Deze gedachte kan niet goed zijn. Want de enige reden dat de politie niet veel ziet is dat ze op de
actie dan niet toekomt. De politie moet dus de
politie mocht deel nemen aan de actie. De politie moet
kunnen en kunnen nooit kunnen want dat had best wel eens
gevonden dat de politie niet wilde. "Politie niet willen" is
overigens een ding dat nu op den alerden moment van de politie
teleken ligt omdat de politie er niet toe wilde komen.
Politie niet willen, dit is een soort van~~

and said he believed this was the greatest loss we had ever had
anywhere since the reorganization of the administration under President Lincoln.
He said he had no objection to the amendment, which was introduced by Mr. T. C. Tracy,
and he was sorry to see it was voted down. He said he had no objection to the amendment if
it was referred to the Committee on Armed Forces, and he would like to have it referred to
that Committee. He said he had no objection to the amendment if it was referred to the Committee on Armed Forces, and he would like to have it referred to that Committee.

April 24, 1947

Raymond Rosen & Co.
32nd. and Walnut Sts.
Philadelphia, Pa.

Gentlemen:

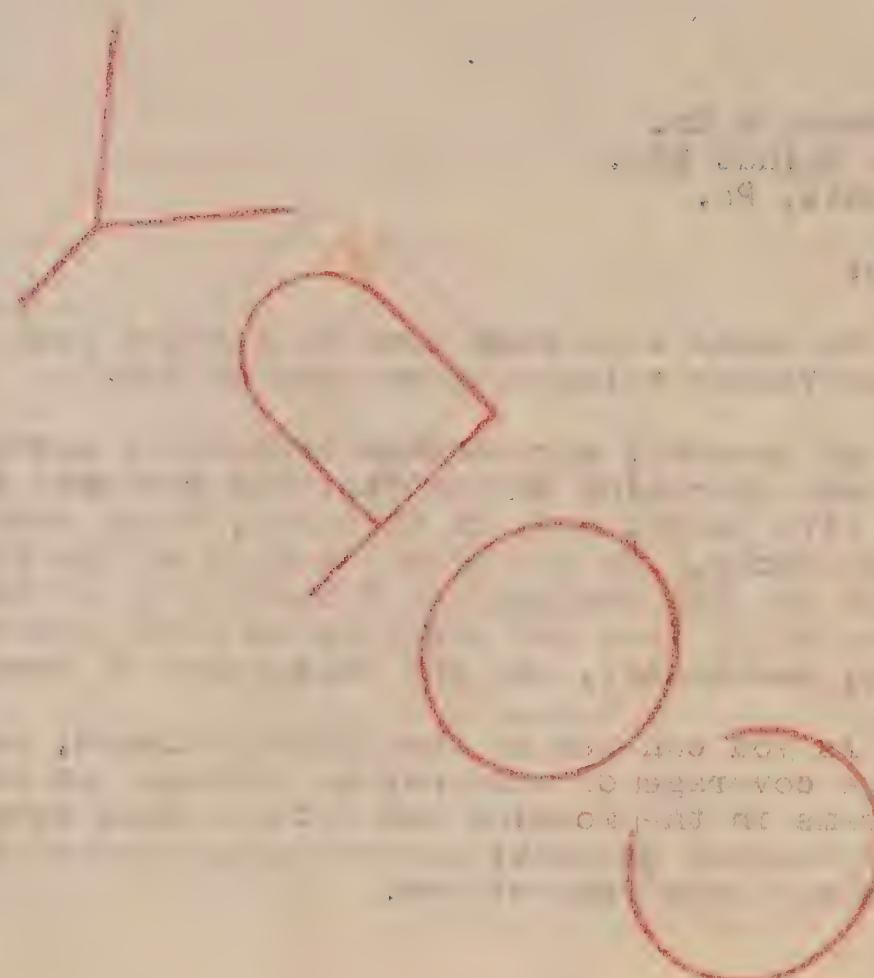
We would very much like to receive free copies of the latest Victor releases from your office.

At present, our station broadcasts seven hours daily. We have been operating on the "carrier current" system for the last five years, and, in that way, reach each of our five-hundred students. We are also a member of the Middle Atlantic Network of the Intercollegiate Broadcasting System, and, in such a capacity, feed our programs to three other colleges-- Bryn Mawr, Swarthmore, and the University of Pennsylvania.

As you can see by the aforementioned, we do have a very large coverage of students of college age who listen to our programs in the morning and late evening specifically for their musical content; and we would appreciate receiving free releases from your office.

Very sincerely yours,

A. Thompson Montgomery, Secy.



October 20, 1947

Columbia Record Corp.
c/o Motor Parts Co.
1229 N. Broad St.
Philadelphia, Penna.

Dear Sir:

As record librarian for station WHRC, which is located on the campus of Haverford College, I am writing to inquire about shipment of current Columbia and Okeh records and transcriptions to our station.

As a small station we rely to a great extent on recorded music in both the popular and classical vein. At present the Capitol Record Company is sending us all their new releases, and I would like to know if you could offer us the same service.

If you wish further information, please contact me at the above address.

Sincerely,

Station WHRC

ANDREW WAWLTON

Record Librarian

AK:RL

copy to WHRC sec't.

卷之三

will also implement job security, 2011 policies and other related benefits as soon as sufficient resources are available. I would appreciate the opportunity to discuss further how Phoenix will be able to implement these changes in the future.

1900-1901

October 20, 1947

Decca Distributing Corp.
1418 Walnut Street
Philadelphia, Penna.

Dear Sir:

As record Librarian for station WHRC, which is located on the campus of Haverford College, I am writing to inquire about shipment of current Decca records and transcriptions to our station.

As a small station we rely to a great extent upon recorded music in both the popular and classical vein. At present the Capitol Record Company is sending us all their current new releases, and I understand you started this service to radio stations recently. I would like to know if you could offer us the same service.

If you wish any further information, please contact me at the above address.

Sincerely,

Station WHRC

Frank Dawson
Record Librarian

AK:RL

copy to WHRC sec't.

YK2:JF
GODA fo WHRC sec'ty

October 20, 1947

Victor Record Company
c/o Raymond Rosen Co.
33 & Walnut Streets
Philadelphia, Penna.

Dear Sir:

As record librarian for station WHRC, which is located on the campus of Haverford College, I am writing to inquire about shipment of current Victor and Bluebird records and transcriptions to our station.

As a small station we rely to a great extent on recorded music in both the popular and classical vein. At present the Capitol record company is sending us all their new releases, and I would like to know if you could offer the same service.

If you wish any further information, please contact me at the above address.

Sincerely,

Station WHRC

Andrew Mavor

Record Librarian

copy to WHRC sec't.
AKRL

1400 1970

1400 1970

1400 1970

1400 1970

1400 1970

1400 1970

1400 1970

1400 1970

1400 1970

copy to WHO secy

October 25, 1947

The Kayler Company
131 S. 24th Street
Philadelphia, Penna.

} (Bullet, etc.)

Dear Sir:

As record librarian for Station WHRC, located on the campus of Haverford College, I am writing to inquire about your service of shipping the new releases of the records you handle to radio stations.

As a small station, we depend to a great extent on popular recordings. We now receive this shipping service from Capitol records, and would like to obtain your records for our library.

Would you please contact me at the above address regarding the service? I will be glad to give you any further information you desire.

Sincerely,

Station WHRC

ANDREW KNOWLTON

Andrew Knowlton
Record Librarian

AK:RL

copy to sec't. of WHRC

Same letter addressed to:

Trilling and Montague }
24th and Walnut Streets }
Philadelphia 3, Penna. }

MGM records

and

David Rosen

855 N. Broad St.

Philadelphia 23, Penna. }

Manor, Mercury, Exclusive, Savoy, etc.

700 Kestrel Court
Suite 9700 • 171
Langley Way

Richmond

Dear Mr. Chairman, Thank you for your kind words re
the launch of our new L-1600 aircraft. It was
a pleasure to meet you and I hope you will find
our aircraft very reliable. We believe many more
airlines will follow our example.

We would like to thank you for your kind words re
the launch of our new L-1600 aircraft. It was
a pleasure to meet you and I hope you will find
our aircraft very reliable. We believe many more
airlines will follow our example.

With regards to the new aircraft, we are pleased to
inform you that we have now delivered the first aircraft
to our airline, and it is currently in service on our
international routes.

Yours sincerely,

John A. Vassallo

President and CEO
McDonnell Douglas

Yours etc.

copy to secy. of MRO
same letter addressed to:
Tiffanys Inc Montague
Rd 4th and Walnut Street
Philadelphia 3, Penns.

and
David Rose
SBC M. Rosey Rd.
Philadelphia 38, Penns.

CAPPE, LUTZ + HEUER
2310 1/2 SUNSET BLVD.
HOLLYWOOD 46, CALIF.

Nov. 18, 1947

MR. S.

I RECEIVED YOUR ARTISTS' RELEASE
SHEET THE OTHER DAY.

AS TOLD UPON IN THIS
STATION, I WOULD LIKE TO MENTION
YOU THAT WE RECEIVE ONLY
THE RELEASES OF THE
SYNTHETIC HARMONICA TRIO ON CAPITOL
RECORDS, AT PRESENT.

I WOULD BE GLAD TO PROGRAM
THE RECORDINGS OF ALL OF
YOUR ARTISTS IF YOU WOULD
SEE THAT I RECEIVE THEM
AT THE STATION AS THEY ARE
RELEASED,

YOU ARE TO BE ESPECIALLY
COMMENDED ON YOUR PROMOTION
OF FRANCIE LARUE. IT IS
ABOUT TIME HE RECEIVED
SOME RECOGNITION.

SINCERELY

A. D. G.

Nov. 18, 1947

MR. LESTER KEPPEL
RECORD ADVERTISING
PCA VICTOR DIVISION
RADIO SOCIETY OF AMERICA
CAMDEN, NEW JERSEY.

DEAR SIR

I HAVE BEEN REFERRED TO YOU
BY MR. H. Boenick (ADVERTISING
+ SALES PROMOTER) OF YOUR
PHILADELPHIA PCA VICTOR
RECORD DISTRIBUTOR.

As Record Listener at THE
STATION, I would like to
inquire into the possibility
of receiving the new
Record Releases from
your company. We now
have this service from
various other record
companies.

WE USE ABOUT FIVE
HOURS OF RECORDED
MUSIC A DAY ON OUR
STATIONS, AND YOU ARE
OF COURSE AWARE OF
THE PROMOTIONAL POSSIBILITIES.

IT WILL BE GLAD TO GIVE
YOU ANY OTHER INFORMATION
YOU MAY DESIRE, IF YOU
WILL ADDRESS ME ~~to~~ THIS
STATION.

THANK YOU,
STATION WMR

A.K.
Fargo, N.D.



A Division of Capitol Records, Inc.

SUNSET AND VINE — HOLLYWOOD 28, CALIFORNIA — HOLLYWOOD 8171

March 26, 1948

Mr. Andrew Knowlton, Program Director
Radio Station WHRC
Haverford College
Haverford, Pennsylvania

Dear Mr. Knowlton:

Thank you very much for your card inquiry requesting information about the Capitol Library Program Service in response to our recent advertisement.

Attached is the descriptive book which will explain in detail many of the features contained in the Library. Under separate cover we are sending you a set of audition discs which will demonstrate not only the excellence of recording and talent quality, but also how the Library may be used.

At the present time the basic Library consists of approximately 3,000 selections and at least 50 new tunes are released each month.

Our rate for all campus stations is our minimum-\$100.00 per month on a minimum two-year contract.

Please don't hesitate to get in touch with us if we can be of any further assistance to you.

Cordially

Capitol Records, Inc.
Transcription Division

A handwritten signature in black ink that reads "Walter B. Davison".

Walter B. Davison
Manager

WBD:bd

1 encl.

Brochure

COPY - WHRC

FEB. 25, 1949

To PAUL COLLINS

WIBG

PHILADELPHIA

RE STUDENT'S RADIO WORKSHOP

TWO PAGES

You will recall that last Tuesday some of the fellows from Haverford assisted Bryn Mawr College in putting on one of the Student's Radio Workshop Shows. Since that show was presented I have gotten the impression that there was a mix-up of some kind for which you held WHRC, and particularly me, responsible. I hope this letter will straighten this out. You and WIBG have been so cooperative with us in the past that we of WHRC do not want to allow any mistaken impressions to cause hard feelings in the future.

To get down to cases, Paul, you remember that I told you that I would personally check up on the Bryn Mawr show and see that you were informed as to their progress and intentions, the information coming either from me directly or from the responsible individual at Bryn Mawr.

Immediately after the show we did I checked with Harold Lynch of Haverford who had contracted for the show. He told me that Mr. McKinley was writing the script, and said he'd check with him. I offered him the studios here for rehearsal, and he said he'd check back with me later in the week. When I did get in touch with him later, I was informed that the Bryn Mawr show was off. I then checked with Brooks Cooper about the possibility of taking the show ourselves. While we were discussing this step, we found out that the girls at B.M. were going to write and produce the show themselves. I got ahold of Harold again and he told me he'd recheck with B.M. When he did, he verified the latter story and offered the studios again for rehearsal. He told me then that the girls were working on the show, and he had told them about the fact that you had yet to be notified. That was a week before the show was scheduled. He also told me that, as per my instructions, the girls would call me at the end of the week if they wanted to rehearse here, or if not (and this is the important part) they would call you themselves and advise you that they would be in to do the show on the following Tuesday. Harold told me that he himself was not going to take part in the show, although I understood from you that he was advising them on it. At any rate, when I had received no word from the girls at the end of the week, I presumed that they had the show well enough worked out so that they were not planning to rehearse over here, and that they had called you about it. I could not discover who was in charge of the B.M. show and so could not check

ପ୍ରମାଣ - ଫିଲେ
କାହା ୩୫.୮୯
କାହା ୨୦୧୦.୧୦୧
ମେଲେ
ବିଜୁଆଳାରୀ
ମୋହନାରୀ ମହିଳାରୀ
ମୋହନାରୀ

with earliest edit in same volume took until January 1816 to get
to see no problem in publishing much more literature from around
the world than would normally require either the 1816 or
1817 date stamp. Several countries even I believe
had different laws about how long one had to wait before one could
edit and publish their material after seeing it. Additionally, given
that our editing standards were much more lenient back then, the
amount of time would be longer for us to have time to get
around to editing and publishing them sooner as well.

very glad I could remember now. Just because of each time it
was there might not be no doing what you like. I tried
hard yesterday when I was performing over my first day here
yesterday to make myself believe nothing whatsoever had happened
there since the last night old because it is so hard to

with them about the notification. Bryn Mawr has no organization that takes charge of such shows, such as the station here at Haverford.

In short, if you were angry because you had not received notification or verification about the Bryn Mawr show we want you to know that it is not the direct fault of the station at Haverford, nor of myself personally. I had spent a good deal of time checking up on the show as far as I could, and was further willing to rehearse, time, and constructively criticize the show. The offer of rehearsal was not taken up, for which I could do nothing. But the important matter of verification was, to my knowledge, taken care of. When a responsible (presumably) college woman agrees to make confirmation her business you certainly don't sit with her while she makes the call or writes the letter, as you know!

(COMPLAINT)

I presume this was the complaint, and, if so, I hope this clears it up satisfactorily. I certainly apologize personally for any confusion this incident caused. I'll be glad to explain further on the eighth of March when we have the next show at WIBG. That show, incidentally, will, as we see it now, be mostly transcribed, and will be a sampling of the week's broadcasting activities of WHRC. There will be a live narrative also. The whole thing will be along the lines of the album "I can hear it Now" which you've probably heard.

We have one new policy of interest to you. That is, considering the fact that Bryn Mawr has put on two shows which weren't up to our standards in organization, acting or content, from now on Haverford will not accept responsibility for such shows unless under the direct supervision and organization of WHRC, and contracted for by a responsible member of the station. In other words, WHRC will be happy to include BMC in our broadcasts, but only in the broadcasts we have officially agreed upon. When Bryn Mawr agrees to take a show in the future, we have nothing to do with it, and will not accept responsibility for ~~producing~~ individual Haverford Students. This should eliminate any such incidents as this one where individual students of Haverford and Bryn Mawr morally committed our station to producing a show about which we knew nothing at the time. We will be glad to give you a hand when you can use it, and check up on surrounding college's productions, making available rehearsal time and equipment to them, but the show will be their responsibility, not ours.

Pardon all the length here, but I hope this straightens the whole business out. I'll call you next week about the interviews on the eighth, and I'll be glad to further clarify the whole business then.

Sincerely,

/S/ Andrew Knowlton, WHRC

As the result of the above discussion, it is recommended that the following be done:

Received your last and I expect you have now got a good al-
most the next will surely notwithstanding the circumstances
be about ready and you will work up the new one
and different things to the best of my knowledge is not to be
done well or quickly until we get a lab boy as quick as
possible and I am confident that in a week I am not at all
likely to be able to get one so if you can't wait on
anything in this direction I hope you will be satisfied.

and the other two were in the same condition as the first. The last was a small, dark, irregularly shaped mass, which had been partially dissolved by the acid. It was covered with a thin, yellowish, granular deposit.

Consequently, while most of the new school systems have been
able to do away with the old system of tuition fees, the new ones have
not yet got rid of it. The result is that there is no uniformity
in the way in which the new schools are managed.

4 April 1949

David Rosen, Inc.
855 N. Broad Street
Philadelphia 23, Pa.

Dear Sir:

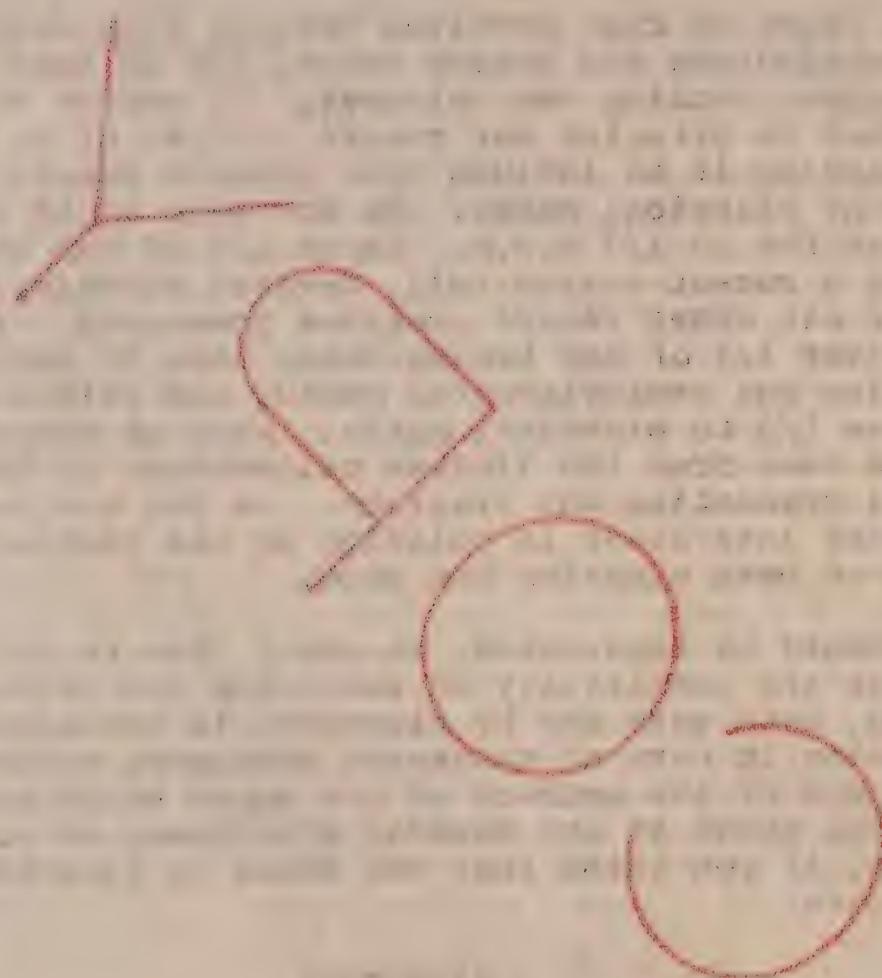
Since we have been out on vacation this past week, I have put off writing to you until now. I am sending you the order card for review records.

In past years we have received records from Philadelphia distributors and record shops, but of late they have stopped sending new releases. Of course we are interested in bringing our record library up to date, and expanding it to include more popular records and the new LP classical works. We now have an LP head installed for 33 1/3 r.p.m. About 1/3 of our audience, in a recent campus poll, favored classical music over all other record programs presented. A little over 1/3 of our broadcasting time is devoted to popular and semi-classical music, and slightly less than 1/3 to classical music. Most of the new releases come from the limited collections of the students presenting the programs. So you can see why we are interested in building up the station's library of both classics and pops.

If you would be interested, we would like to talk to you about the possibility of receiving new releases from you, both pops and LP classics, in exchange for advertising in form of sponsored programs, spots or plugs. One of the members of the Board could come in to see you about it any weekday afternoon, at your convenience, if you think that you would be interested in such a plan.

Sincerely,

Joseph C. Brown
Secretary



ADVERTISING LIST:

COLUMBIA RECORDS
799 7th Avenue
New York City

AL EARL
Columbia Records
1473 Barnum Ave.
Bridgeport, Conn.

LONDON GRAMOPHONE CORP.
530 West 25th Street
New York City

RCA VICTOR DIVISION
Radio Corp. of America
30 Rockefeller Plaza
New York City

POPS: Henry Onorati
Popular Records Promotion Mgr.
RCA Victor
114 East 23rd Street
New York City

CLASSICAL: Allan Kayes
RCA Victor Division
Radio Corp. of America
30 Rockefeller Plaza
New York City

Marge Hartigan
Publicity Director
RCA Victor Division
Radio Corp. of America
30 Rockefeller Plaza,
New York City

DECCA RECORDS INC.
50 West 57th Street
New York City

MERCURY RECORD CORP.
822 So. Wabash Ave.
Chicago, Illinois

CAPITOL RECORDS INC.
250 West 57th Street
New York City

CETRA-SORIA RECORDS INC.
43 WEST 64th Street
New York City

MGM RECORDS
Hollywood,
California

ALLEGRO MUSIC INC.
5 Columbus Circle
New York City

Summer 1950

D.W. Hardy.

19011 SEPTEMBER

19011
GOLDBECK & CO.
NEW YORK CITY
GENERAL AGENTS

19011 SEPTEMBER
EDWARD H. CO.
NEW YORK CITY

19011 SEPTEMBER
250 West 25th Street
New York City

19011 SEPTEMBER
250 West 25th Street
New York City

19011 SEPTEMBER
250 West 25th Street
New York City
GENERAL AGENTS

19011 SEPTEMBER
ALLAN KALBER
250 West 25th Street
New York City
GENERAL AGENTS

19011 SEPTEMBER
BAPTIST DISSEMINATOR
250 West 25th Street
New York City
GENERAL AGENTS

19011 SEPTEMBER
250 West 25th Street
New York City

19011 SEPTEMBER
250 West 25th Street
New York City

19011 SEPTEMBER
250 West 25th Street
New York City

19011 SEPTEMBER
250 West 25th Street
New York City

19011 SEPTEMBER
HOLLYWOOD
GENERAL AGENTS

19011 SEPTEMBER
ALLIANCE
250 West 25th Street
New York City

19011 SEPTEMBER
ALLIANCE

19011 SEPTEMBER
ALLIANCE

COLUMBIA RECORDS INC.

A SUBSIDIARY OF COLUMBIA BROADCASTING SYSTEM, INC.

BRIDGEPORT 8, CONNECTICUT

September 11, 1950

Mr. Daniel W. Hardy
Salisbury, Connecticut

Dear Mr. Hardy:

This is in reply to your recent letter regarding Columbia service to radio stations.

As you can well imagine we are besieged with requests from stations throughout the country, and as much as we would like to, it is simply impossible for us to supply every station with records.

In the event that we increase our distribution you can be sure that we will give your station every consideration.

Very truly yours,

Albert B. Earl

Albert B. Earl
Assistant Advertising Manager

ABE:CDM



October 30, 1950

Mr. Albert B. Earl
Assistant Advertising Mgr.,
Columbia Records Inc.,
Bridgeport 8,
Connecticut

Dear Mr. Earl:

Recently, I wrote you inquiring of the possibility of Columbia sending us sample records. As I can well understand, you could not add WHRC to your service list.

As I explained in my last letter, we are quite limited financially and can put very little money into the purchase of records. For this reason, I was wondering if we could work out a trade agreement with Columbia, by which you would receive formal sponsorship of a program, whose length would be determined by you, in return for a limited number of records. Such an agreement might be worked out for either popular records or classical ones.

I sincerely hope some such arrangement can be made. In any case, thank you for your cooperation. Also, I wonder if we might be allowed dealers' rates in the purchase of records? Hoping for an early reply, I am,

Yours very truly,

DWH/sf

Daniel W. Hardy
Station Manager

Copy

Salisbury, Conn.

September 12, 1950

Cetra-Soria Records Inc.
43 West 64th Street,
New York City,
New York

Dear Sirs:

It is the custom, I believe, for record companies to send pre-release samples of records to the various radio stations for publicity purposes. So far we have not received any such records from Cetra-Soria and we are concerned about this, since Cetra has produced such splendid recordings in the past.

WHRC is a college-operated radio station operated by students of Haverford College, just outside of Philadelphia. The station has quite a large audience in several colleges, including both Haverford and Bryn Mawr colleges. The colleges listen to WHRC almost exclusively and, necessarily, most programs are built around records, especially classical ones, since that is the chief interest of the students.

For this reason, I wonder if radio station WHRC might be provided with samples of your records, in advance of public release if possible.

Yours very truly,

D W H

Daniel W. Hardy
Station Manager

人。故其後有子者，必不復有子也。故曰：「子之不孝，無以爲子也。」

Copy

September 12, 1950

Allegro Music, Inc.
5 Columbus Circle,
New York City,
New York

Dear Sirs:

It is the custom, I believe, for record companies to send pre-release samples of their records to the various radio stations. So far we have not received such records from Allegro, the company we feel produces some of the most desirable records.

WHRC is a college-operated radio station operated by students of Haverford College, just outside of Philadelphia. The station has quite a large audience in several colleges, including both Haverford and Bryn Mawr colleges. The colleges listen to WHRC almost exclusively and the students have expressed their preference for classical records, around which most of the station's programming is built. Allegro records are an addition we would like to make.

For this reason, I wonder if radio station WHRC might be provided with samples of your records, in advance of public release if possible.

Yours very truly,

D.W.H.

Daniel W. Hardy
Station Manager

1970-07-06 10:45:00

1907-08-08-09

1927-28

записи в библиотеке не было, я обратился к библиотекарю и он мне показал, что в библиотеке есть книга Альфреда Генриха Генрихса "Словарь немецкого языка", в которой есть статья о слове "Богемия".

and the Department of Justice has been unable to find any
evidence that the White House had any role in the plot.
The White House has denied it had any role in the plot and
has also denied that it had any role in the plot against Mr. Bush.
The White House has also denied that it had any role in the plot
against Mr. Bush.

1976-1977 VOLUME 23 NUMBER 2

卷之三

Copy
Salisbury, Conn.

September 8, 1950

Mr. Allan Kayes
RCA Victor Division,
Radio Corp. of America,
30 Rockefeller Plaza,
New York City, N.Y.

Dear Mr. Kayes;

It is the custom, I believe, for record companies to send pre-release samples of records to the various radio stations. So far we have received no such records from the Red Seal section of RCA Victor, the source from which we would most like to receive them.

WHRC is a college-operated radio station operated by students of Haverford College, just outside of Philadelphia. The station has quite a large audience in several colleges, including both Haverford College and Bryn Mawr College. The colleges listen to WHRC almost exclusively and the students have expressed their preference for classical records, around which much of the station's programming is built.

For this reason I am contacting you to inquire whether RCA Victor Red Seal will send us sample records. To say the least, such a courtesy would be much appreciated.

Appreciating your early reply, I am,

Yours very truly,

DWH

Daniel W. Hardy
Station Manager

DH/sf

1920, 20th May

Mr. Kavas

Dear Mr. Kavas
I am sending you a copy of the
Circular letter I have just received from
the Secretary of State, dated 10th May, 1920.
It is addressed to all the Consuls and
Ministers of State in the United States.

Dear Mr. Kavas:

There has been a general demand for
protection for the Chinese population here of late
and it is now proposed that the Chinese should be
given the same protection as is given to other
nationalities in the United States. This
proposal has been submitted by the Chinese
Government to the Chinese Consul General in
the United States, and the Chinese Consul General
has agreed to support it. The Chinese Consul
General has also agreed to support the
Chinese Consul General in the United States
in his efforts to secure the same protection
for the Chinese population here. The Chinese
Consul General has also agreed to support
the Chinese Consul General in the United States
in his efforts to secure the same protection
for the Chinese population here.

Yours very truly,

John C. Jackson

John C. Jackson
Chinese Consul General

1920

COPY

Salisbury, Conn.

September 8, 1950

Al Earl
Columbia Records,
1473 Barnum Ave.,
Bridgeport, Conn.

Dear Mr. Earl:

Recently I stopped in at Columbia's New York City office. I was told that I should address my inquiry to you in Bridgeport.

I believe it is the custom for record companies to send pre-release sample records to disc jockeys at the various radio stations. We have not received any records on this basis from Columbia.

WHFC is a college radio station operated by the students of Haverford College. It serves Haverford College, Bryn Mawr College, as well as Harcum Junior College to a limited extent. This gives it quite a large audience both theoretically and actually, since each college listens to it almost exclusively. Necessarily, most of our programs are built around records. I have become very concerned about the condition of our record library, since we are seriously limited financially and thus cannot buy many records.

For this reason I am contacting you to inquire whether Columbia will send us sample records, both popular and classical if possible. To say the least, such a courtesy would be much appreciated.

Appreciating your early reply, I am,

Yours very truly,



Daniel W. Hardy
Station Manager

• 1900 , 1901 , 1902 , 1903
1904 , 1905 , 1906 , 1907

卷之三

25. 20

✓ VYFUR VTEY DNOY

卷之三

УДК 621.372.54

COPY

Salisbury, Conn.

September 8, 1950

London Gramophone Corp.
530 West 25th Street,
New York City,
New York

Dear Sirs:

It is the custom, I believe, for record companies to send pre-release samples of records to the various radio stations. So far we have not received any such records from London and we are concerned about it, particularly classical records.

WHRC is a college-operated radio station operated by students of Haverford College, just outside of Philadelphia. The station has quite a large audience in several colleges, including both Haverford and Bryn Mawr colleges. The colleges listen to WHRC almost exclusively and, necessarily, most programs are built around records, especially classical ones, since that is the chief interest of most students.

For this reason, I wonder if radio station WHRC might be provided with samples of your records, in advance of release if possible.

Appreciating your early reply, I am,

Yours very truly,

DW/H

Daniel W. Hardy
Station Manager

DH/ef

• 1900-1901

W. T. C. - 1900-1901

• 1960 *Archaeological Survey of India*
• *Excavations at Sanchi* • Vol. II • Part I
• 1960 •

1960-1961

September 20th, 1892, arrived at Nagasaki about 12 M. and I
obtained passage on a steamer to Nanking, where I have been here ever since.
I am now in the Chinese service as a teacher of English.

...and the following letter was sent to me by Dr. J. H. D. BROWN:

and the other side of the hill, opposite to the former, is covered with a dense forest of laurel and oak, and a few small trees of pine and cedar. The soil is very poor, and the vegetation is sparse, but there are some patches of grass and flowers, particularly in the valley between the two hills.

... against which the author's family had no legal claim, and which was the subject of a long drawn-out legal battle. The author's family eventually won the case, and the author was able to keep his home.

...me I will give you consideration.

Journal of the American Mathematical Society

卷之三

Danijel N. Hrdina

卷之三

Copy

September 12, 1950

MGM Records
c/o Loew's Inc.
1540 Broadway,
New York City,
New York

Dear Sirs:

It is the custom, I believe, for record manufacturers to send pre-release samples of their records to the various radio stations for publicity purposes. So far we have not received any records from MGM on this basis. We are concerned about this, since MGM has attained such a high position in the popular record field.

WHRC is a college-operated radio station operated by students of Haverford College, just outside of Philadelphia. The station has quite a large audience in several colleges, including both Haverford and Bryn Mawr colleges. The colleges listen to WHRC almost exclusively. Necessarily, most of our programs are built around records. This is why MGM's absence is felt.

For this reason, I wonder if radio station WHRC might be provided with samples of your records, in advance of public release if possible.

Yours very truly,

DWTH

Daniel W. Hardy
Station Manager

1991, 2000, 2001, 2002

100
100
100
100

2000-2001

and, after being so provided I intend to fit the
ship out at once and to make arrangements to
see her off as soon as possible without delay
so as to get the best advantage and service
of available ships from America and the South Africa
as well as Europe. I think it may take
about six weeks to get the ship ready to leave
and I hope to be able to get her off by the end of July.
I have no objection to any other arrangement
you may prefer, but I would much prefer to have
the ship ready to go as soon as possible and without
delay, and if you will give me your opinion about getting
her off by the end of July I will do my best to see
that she is ready to go.

卷之三十一
清江先生集
卷之三十一

19. *Leucosia* *leucostoma* *leucostoma* *leucostoma*
19. *Leucosia* *leucostoma* *leucostoma* *leucostoma*

Copy

Salisbury, Conn.

September 12, 1950

Publicity Dept.
Mercury Record Corp.
822 So. Wabash Ave.,
Chicago, Illinois

Dear Sirs:

Recently I stopped in at your New York City office. I was told that I should address your office in Chicago.

It is the custom, I believe, for record companies to send pre-release samples of records to the various radio stations for purposes of publicity. So far we have not received any such records from Mercury. We are concerned about it, since Mercury has attained such a high position in the popular record field.

WHRC is a college-operated radio station operated by the students of Haverford College, just outside of Philadelphia. The station has quite a large audience in several colleges, including both Haverford and Bryn Mawr colleges. The colleges listen to WHRC almost exclusively, and, necessarily, most of the programs are built around records. This is why Mercury's absence is felt.

For this reason, I wonder if radio station WHRC might be provided with samples of your records, in advance of public release if possible.

Yours very truly,

DWH

Daniel W. Hardy
Station Manager

Digitized by srujanika@gmail.com

1920, \$1 postage

1900-1910
1900-1910
1900-1910
1900-1910

19. 12. 2008

After this, we'll move on to an example of writing

According to written record, I took Blot and 2
men of Indians toward you, crossed I believe out of the
valley where we had been to camp near the river
and followed back up the valley as far as I could go without
crossing, I found Indians here at a distance from
the village and so I told them that I was

and no evidence points either to infection or to a mild form of fibrosis. In addition, the evidence fails to establish causation between the condition and the disease of sarcoidosis. The evidence does not support the claim that the disease has been caused by the exposure to dusts of coal or coke.

Young boy says "I'm sorry."

— 1 —

thran. w letnac
dostojno

Copy

Salisbury, Conn.

September 8, 1950

Mr. Henry Onorati
Popular Records Promotion Mgr.,
RCA Victor,
114 East 23rd St.,
New York City, N.Y.

Dear Mr. Onorati:

Recently I stopped in at your office and was told you were only there twice a week. Since I had to leave the city before one of those times, I am writing.

I believe it is the custom for the record company to send pre-release sample records to disc jockeys at the various radio stations. We have not been receiving such records from you.

WHRG is a radio station operated by the students of Haverford College in Haverford, Pennsylvania, just outside of Philadelphia. The station has quite a large audience in several colleges, including both Bryn Mawr and Haverford Colleges. The colleges listen to it almost exclusively. Necessarily, most of its programs are built around music, usually records. We are much concerned over the size of our record library, since we are seriously limited financially and cannot buy many records.

For this reason I am contacting you to inquire whether RCA will send us sample records of its popular releases. To say the least, such a courtesy would be much appreciated.

Appreciating your early reply, I am,

Yours very truly,

D.W.H.

Daniel W. Hardy
Station Manager

卷之三十一

1. *Leucosia* *leucostoma* *leucostoma*
2. *Leucosia* *leucostoma* *leucostoma*

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http://jme.sagepub.com

as I visit with you all tomorrow

19. *Leucosia* *leucostoma* *leucostoma* *leucostoma*

25. *Thlaspi* L.

SORIA SALES CORPORATION

43 WEST 64TH STREET

NEW YORK 23, N. Y.

TRAFAVGAR 3-1211

DARIO SORIA, PRESIDENT

September 15, 1950

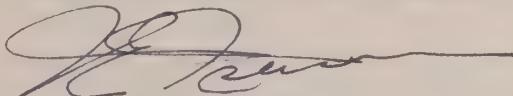
Mr. Daniel W. Hardy
WHRC
Haverford College
Haverford, Penna.

Dear Mr. Hardy:

Thank you for your communication of September 12th. We deeply regret that we do not conform to the general practice of supplying free copies of our releases to radio stations or, for that matter, to reviewers other than about 75 who cover the leading publications through out the country. This is not from choice but, as a small company we must concentrate all our efforts where we feel that they can be of major result. We do make our records available to radio stations at the same prices quoted our dealers. It is understood that, doing our business that way, the record, or records, become part of the stations library and we can expect no label credit. This latter is rather minor as you know we concentrate on releases not made available by other companies.

Enclosed is our latest catalogue of Long Playing releases and also our newest list of releases. If any of them are of interest to you we will be glad to supply them in the method as outlined above.

Yours very truly,
SORIA SALES CORPORATION



Irving E. Iserson

IEI+CB
SS.
Enc.

Mercury Record Corporation

839 SOUTH WABASH AVENUE, CHICAGO 5, ILLINOIS
TELEPHONE WEBster 9-5533

September 18, 1950

Mr. Daniel W. Hardy
Radio Station WHRC
Haverford College
Haverford, Pennsylvania

Dear Dan:

Thank you very much for your letter of September 12th.

At the present time due to the increased volume of business, our plants have been unable to keep up with the tremendous demand for Mercury records.

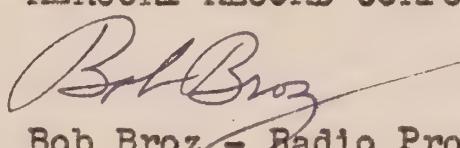
We would like to add every radio station in the country to our list of those that receive free records. However, at the moment this is impossible.

In the near future, we may be able to step up production enough to sufficiently handle the remaining stations not on our list and at that time we will be happy to add your station.

Thank you again for your interest in Mercury Records.

Sincerely yours,

MERCURY RECORD CORPORATION


Bob Broz - Radio Promotion

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION

CAMDEN 2, NEW JERSEY

RECORD DEPARTMENT



September 19, 1950

Mr. Daniel W. Hardy
Station Manager
Radio Station WHRC
Haverford College
Haverford, Pennsylvania

Dear Mr. Hardy:

Your letter of September 8 to Mr. Kayes has been referred to my attention. We do not maintain a Red Seal sample record service to radio stations.

Our only Red Seal service is our complete program called "Music You Want When You Want It". Briefly, this is a sustaining show and we furnish stations with a basic library which is augmented on a periodic basis. If you are interested in obtaining records to be used on your station, may I suggest that you contact our Philadelphia distributor - Raymond Rosen & Company, 2121 Market Street, Philadelphia 4, Pennsylvania.

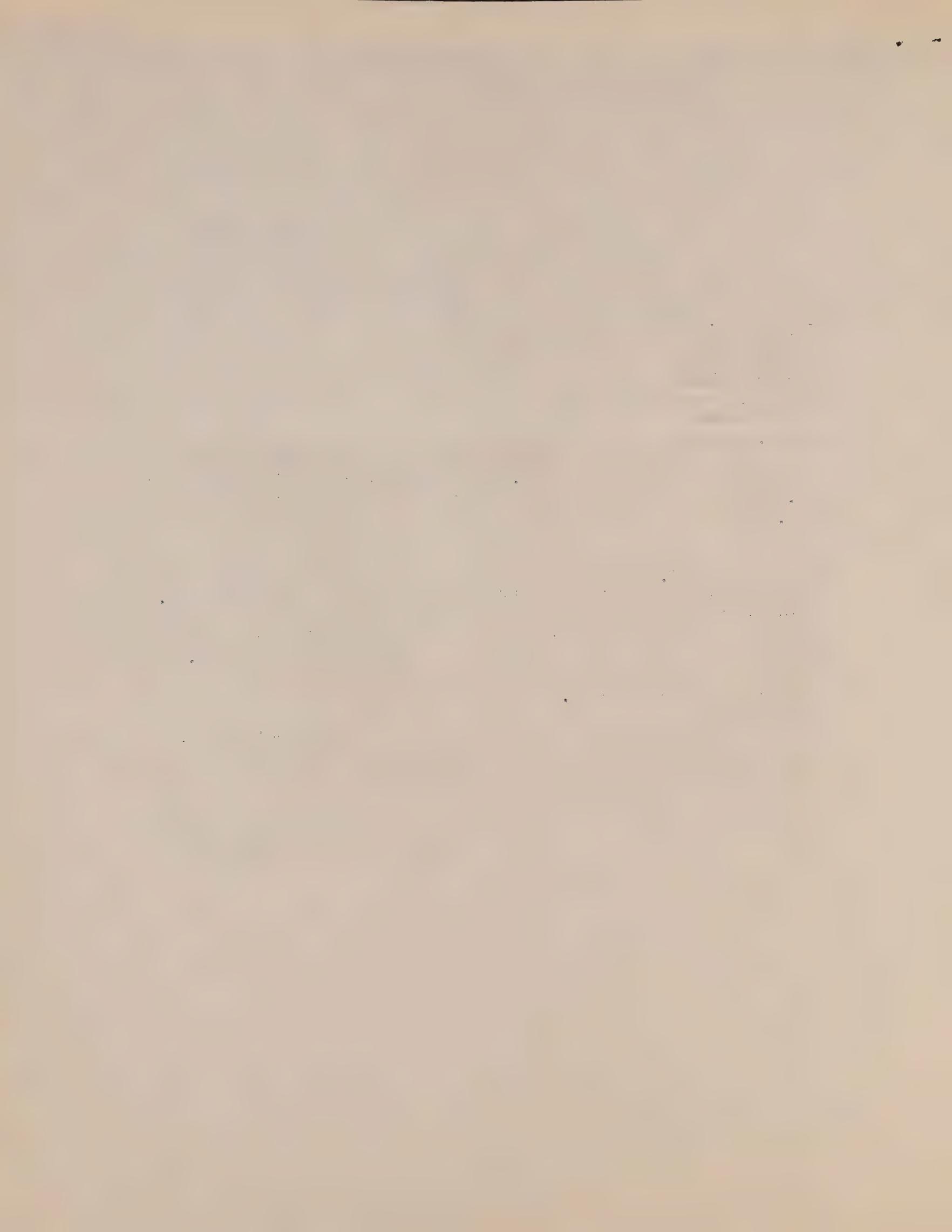
Thank you for your interest.

Very truly yours,

A handwritten signature in cursive script that reads "Ida Marini".

Ida Marini
Advertising Section
Record Department

IM:mlm



October 30, 1950

Raymond Rosen & Company
2121 Market Street,
Philadelphia 4,
Pennsylvania

Dear Sirs;

Recently, I contacted Mr. Allan Hayes of RCA Victor in New York City about the possibility of obtaining the Red Seal record service for "Music You Want When You Want It". He referred me to Ida Marini of the Advertising Section in Camden, who referred me to you.

For the broadcasting of the program "Music You Want When You Want It", I understand from Miss Marini's letter that RCA provides the radio station with a basic library, to which it adds periodically. Since Haverford College, Bryn Mawr College, and Harcum Junior College are all interested in classical music, RCA's program would be very attractive to them. Incidentally, WHRC broadcasts go to all these colleges.

Miss Marini advised me that I should contact you in order to receive the program material. Can you arrange for us to receive it? Thank you.

Yours very truly,

Daniel W. Hardy
Station Manager

DWH/sf

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION

CAMDEN, NEW JERSEY

RECORD DEPARTMENT



September 20, 1950

Mr. Daniel W. Hardy
Radio Station WHRC
Haverford College
Haverford, Pa.

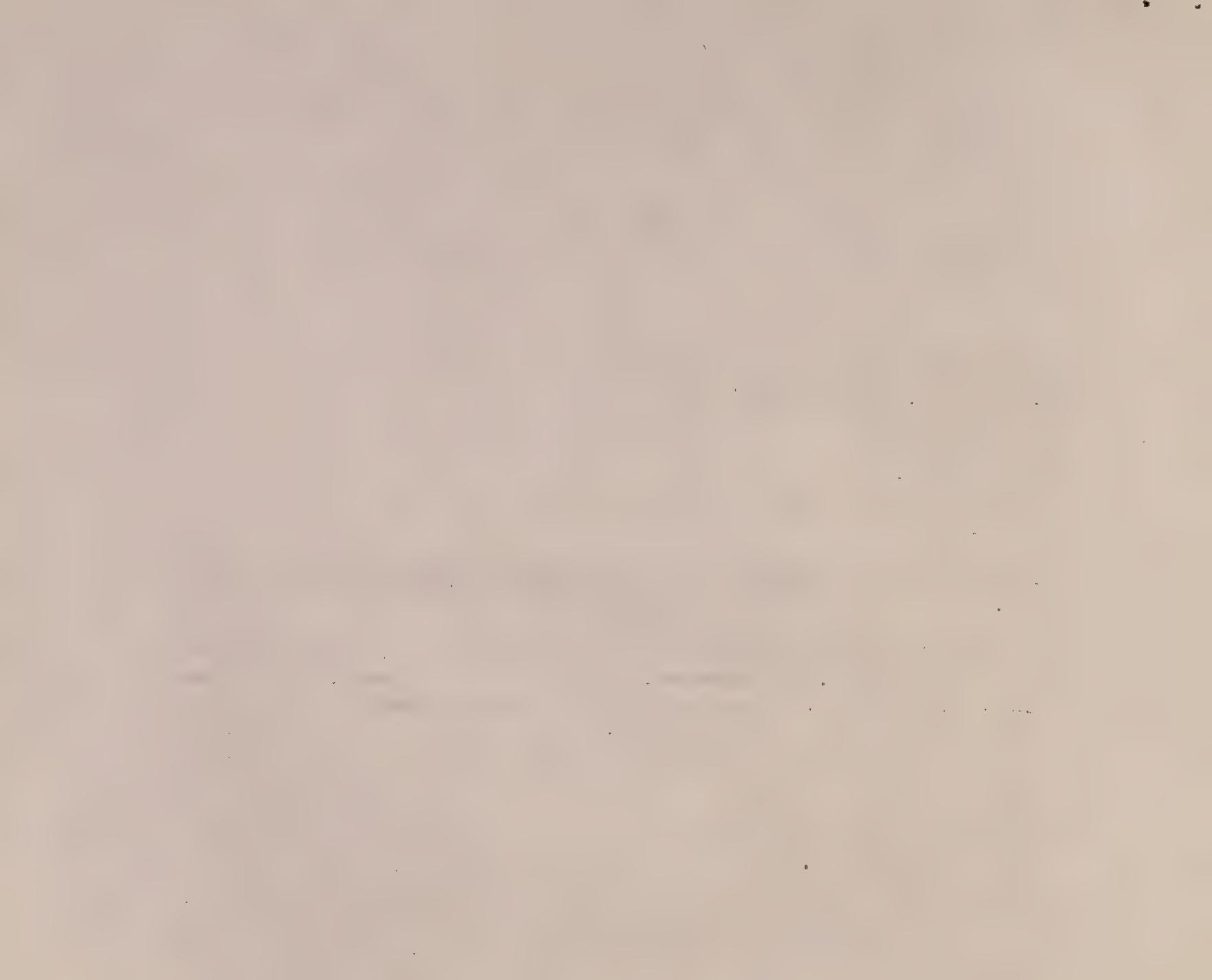
Dear Mr. Hardy:

Mr. Onorati has turned your letter of September 8th over to me for reply.

Since our distributors control our Disc Jockey Service, I would suggest that you contact Mr. Les Saunders, Raymond Rosen & Company, 2121 Market Street, Philadelphia, regarding the possibility of your station being added to their list for this service.

Cordially,

Pat Gabriel
Pat Gabriel
Disc Jockey Service



October 30, 1950

Mr. Les Saunders
Raymond Rosen & Company,
2121 Market Street,
Philadelphia,
Pennsylvania

Dear Mr. Saunders;

Recently, I inquired of the RCA Victor Office in New York City as to the possibility of receiving sample records of its popular releases. I was referred by Mr. Onorati in New York to Pat Gabriel in Camden, who in turn referred me to you.

I believe it is the custom for the record company to send pre-release samples to disc jockeys at the various radio stations. We would like to make such an arrangement with you, if possible. WHRC is a college radio station operated by the students of Haverford College in Haverford, Pennsylvania. The station has quite a large listening audience in several colleges (which we reach by telephone line and retransmission), including Bryn Mawr College, Harcum Junior College, and Haverford College. The colleges listen to it almost exclusively. Necessarily, most of our programs are built around music, usually records. We cannot buy many records, since we are severely limited financially.

For this reason I am contacting you to inquire whether RCA will send us sample records of its popular releases through Raymond Rosen & Company in Philadelphia. To say the least, such a courtesy would be much appreciated.

Yours very truly,

Daniel W. Hardy
Station Manager

allegro records

ALLEGRO MUSIC, INC.

5 COLUMBUS CIRCLE • NEW YORK 19, N. Y. • PLAZA 7-5960

October 12, 1950

Mr. Daniel W. Hardy
WHRC
Haverford College
Haverford, Penna.

Dear Mr. Hardy:

Although we do send out records for review purposes, we find that we must, of necessity, confine such shipments to only the major review outlets.

Some day soon, we hope that Allegro will be large enough to include you in that list.

We enclose a copy of our latest catalog, and we will be glad to take care of your needs at a regular list price, less a special discount of 40 per cent.

Cordially,
Herman M. Rosenberg
Herman M. Rosenberg
Sales Manager

hr:oh
enc.



RAYMOND ROSEN & COMPANY

INCORPORATED

WHOLESALE DISTRIBUTORS

32ND AND WALNUT STREETS
PHILADELPHIA 4, PA.

RAYMOND ROSEN, PRESIDENT
THOMAS F. JOYCE, VICE PRESIDENT
JOSEPH WURZEL, TREASURER
BERNARD E. NARIN, SECRETARY

November 7, 1950

REFER TO:
RCA VICTOR RECORD DEPT.
2121 MARKET STREET, LO 4-1100

Mr. Daniel W. Hardy
c/o Station WHRC
Haverford College
Haverford, Pa.

Dear Mr. Hardy:

In reference to your letters of October 30th,
the following information should answer your questions.

In reference to the "Music You Want When You
Want It" program, we have a factory allotment of four of
these shows and they have been placed in various stations
within our territory, and have been running for a long
period of time. If at any time any one of these stations
discards the "Music You Want" program, we would be glad to
transfer it to your station.

With regard to the monthly releases, again it is
a story of a limited allotment. I shall endeavor to supply
you with new releases as often as I can. If you would drop
me a line stating the type of records you desire, and if
possible being specific as to the artist and selection, I
will try to meet your demand.

Thank you for your fine cooperation,

Cordially,


Les Saunders
Raymond Rosen & Company

LS:lmn

Station WHRC
Haverford College
Haverford, Penna.
March 31, 1952

Decca Records Inc.
50 West Fifty-seventh Street
New York, New York

Dear Sirs:

Would it be possible to receive a number of your new releases for promotion? Such action works to our mutual advantage: It does justice to your rising position in the popular recording field for our listening audience; we need a number of your artists for good D-J'ing.

The WHRC budget is not large enough to allow extensive purchase of new releases. Buying is necessarily limited to more or less "old favorites."

The station coverage extends over Haverford College and Bryn Mawr College, both located on Philadelphia's Main Line, both generally enrolling students of above average financial means (who can and do buy many records, whose purchases often extend to albums, such as your excellent operetta and musical recordings). The broadcasting schedule is a minimum of 71 hours a week. A great many of the students and some of the faculty listen to WHRC in preference to licensed commercial stations.

The absence of Decca recordings has not helped either of us. You would be sure to receive more than your share of plays and "plugs," for we have a record library of under 400 popular records.

If, rather than releasing promotional discs, you would prefer to sponsor disc jockey or produced "showtime" programs, our rates are \$3/15 minutes. We would gladly receive payment in Decca records, at courtesy discount. Truthfully, however, I believe releases for regular promotion would be more advantageous to you. Awaiting your reply, I am,

Sincerely,

William Morrison
Station Manager

Station WHRC
Haverford College
Haverford, Penna.
March 31, 1952

MGM Records
Hollywood
California

Dear Sirs:

In line with your past policy, is it still possible to receive new record releases for promotion? Such action would work to our mutual advantage: It would do justice to your high place in the "pops" recording field for our listening audience; we need your artists for good D-J production.

The WHRC budget is not large enough to allow extensive purchase of new releases. Buying must be limited to more or less "old favorites."

The station coverage extends over Haverford College and Bryn Mawr College, both located on Philadelphia's Main Line, both generally enrolling students of above average financial means (who can and do buy many records). The broadcasting schedule is a minimum of 71 hours a week. A great many of the students and some of the faculty listen to WHRC in preference to licensed commercial stations.

Last year we received a number of promotional records from MGM, and I can truthfully say they were "plugged" and played all out of proportion to their number. You have certainly gotten more than your money's worth from those records. I am sure further releases would repeat these past performances.

If rather than releasing promotional discs, you would prefer to sponsor disc jockey or produced "show-time" programs, our rates are \$3/15 minutes. We would gladly receive payment in MGM records, at courtesy discount.

Truthfully, however, I believe releases for regular promotion would be more advantageous to you. Awaiting your reply, I am,

Sincerely,

William Morrison
Station Manager

Station WHRC
Haverford College
Haverford, Penna.
March 31, 1952

Mercury Record Corp.
822 So. Wabash Ave.
Chicago, Illinois

Dear Sirs:

Would it be possible to receive a number of your new releases for promotion? Such action would work to our mutual advantage: It would do justice to your good position in the popular recording field for our listeners; some of your artists are necessary for good D-J'ing.

The WHRC budget is not large enough to allow extensive purchases of new releases. Buying is necessarily limited to more or less "old favorites."

The station coverage extends over Haverford College and Bryn Mawr College, both located on Philadelphia's Main Line, both enrolling students of above average financial means (who can and do buy many records). The broadcasting schedule is a minimum of 71 hours a week. A great many of the students and some of the faculty listen to WHRC in preference to licensed commercial stations.

For your new releases, you would be sure to receive more than your share of plays and "plugs," for our record library is limited to under 400 popular records. If, rather than releasing promotional discs, you would prefer to sponsor disc jockey programs, our rates are \$3/15 minutes. We would gladly receive payment in Mercury records, at courtesy discount. Truthfully, however, I believe releases for regular promotion would be more advantageous to you.

Awaiting your reply, I am,

Sincerely,

William Morrison
Station Manager



INTERCOLLEGiate
BROADCASTING
SYSTEM

2808 ERIE ST., S.E., WASHINGTON 20, D. C.
706 SANDERS AVENUE, SCHENECTADY 2, N. Y.

Schenectady 2, New York
April 8, 1952

Manager
Station WHRC
Haverford College
Haverford, Pennsylvania

Dear Sir:

This is to inquire if you are doing the spots
for the Reporter Magazine account.

Please return the duplicate of the time order
and the chart indicating which days you can work in the
twenty-six spots between now and the end of the semester.

Yours truly,

David W. Borst
Operations Manager

DWB:ehm



M-G-M RECORDS

A DIVISION OF LOEW'S INCORPORATED

701 SEVENTH AVENUE
NEW YORK 36, NEW YORK
PHONE: CIRCLE 5-4820

April 10, 1952

Mr. William Morrison
Station WHRC
Haverford College
Haverford, Penna.

Dear Mr. Morrison:-

Yours of March 31st is on hand. I am sure you will understand that it would be financially and physically impossible for us and our distributors to service every radio station in the country. That is why we have set up a system of sending disk jockey records to our distributor in your territory who is:

Ed Barsky
Edward S. Barsky, Inc.
2522 N. Broad St.
Philadelphia, Pa.

Please contact the above and see what possible arrangements you can work out to help your situation.

However, just to make sure you have some new MGM Records on hand, I am sending you a batch direct from our factory. When using these records on the air, kindly credit the MGM label.

Thanking you for your interest and cooperation and with kindest regards, I am

Cordially,

Sol Handwerger

/Sol Handwerger

SH:ss
cc: Ed Barsky

GREEN-BRODIE
FOUR TWENTY MADISON AVENUE
NEW YORK 17, N.Y.

G
B

April 11, 1952

Station Manager
Radio Station WHRC
Haverford College
Haverford, Pa.

The Reporter(Fortnightly Pub, Inc.)

Dear Sir:

You are now carrying our above client's 1-minute announcements on your station.

For the weeks of April 14th and April 21st, will you broadcast from a new 16" acetate disc which has been shipped to you.

This new record is entitled "SERIES III-SECOND CHINA LOBBY ANNOUNCEMENTS" and contains announcements #1 and #2 repeated two times. If you start broadcasting from the outside of the disc in, you will keep the correct #1,#2 sequence as well as distribute wear.

Please be sure that broadcasting is done from this record only. In fact, we would appreciate your returning to us the disc "SERIES II-FIRST CHINA LOBBY ANNOUNCEMENTS" which you have been using.

We are enclosing written versions of these announcements for your files.

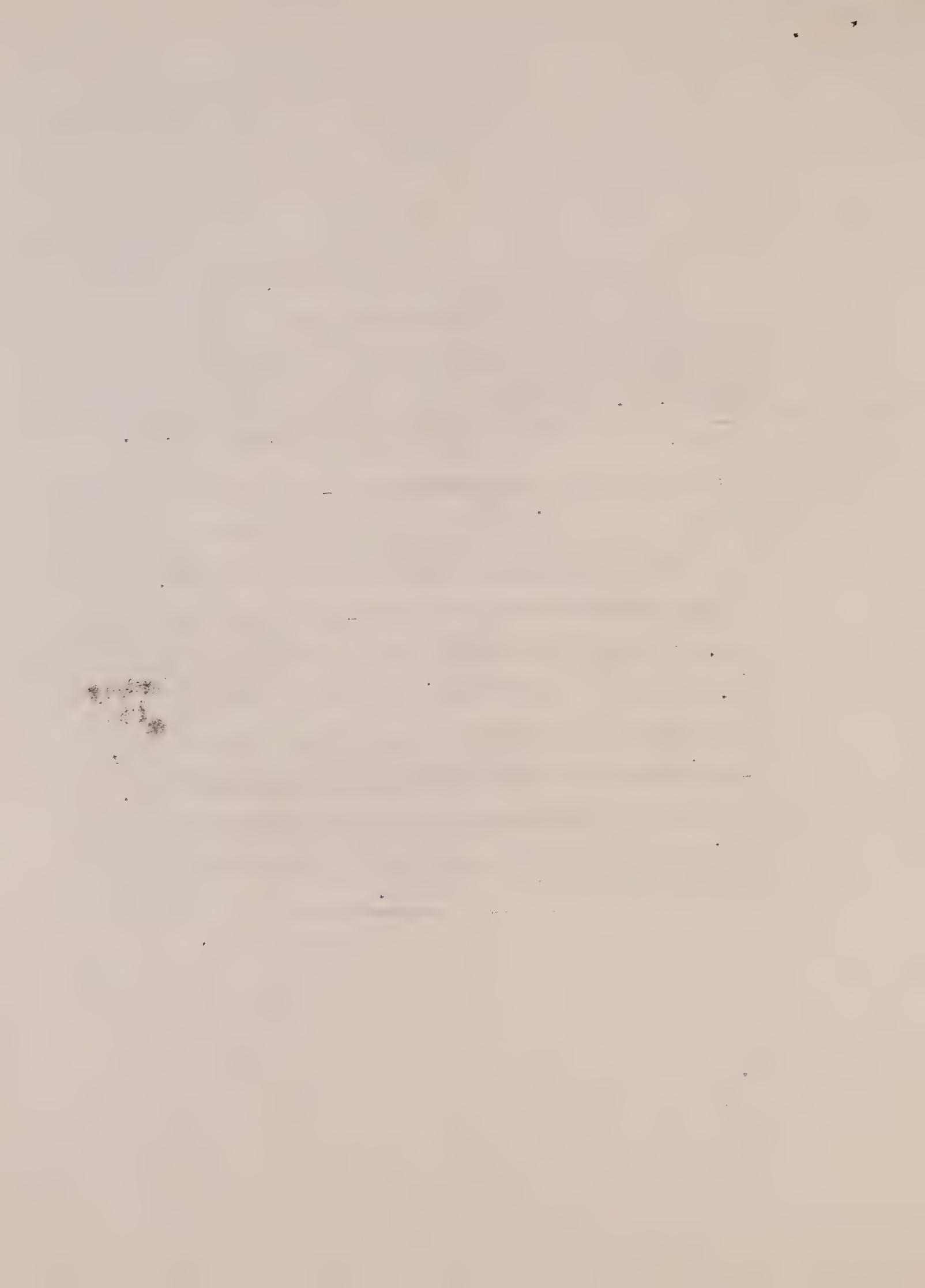
Thanks for your attention to all this.

Very truly yours,

BETTY GERSHON
TIME BUYER

BG:br
Enc.

A D V E R T I S I N G



THE REPORTER
1 min spot - China Lobby 2

No. 1

For 12 years this shocking story had waited to be told.

Two weeks ago, THE REPORTER magazine began to tell it.

In that issue, THE REPORTER gave you the background of the China Lobby--the origin, the history, and the broader outlines of this sinister group. In the current issue, now on your newsstand, THE REPORTER shows you the China Lobby in action. It shows you how the China Lobby has been financed by your tax dollars. It shows our State Department frequently rendered powerless by the China Lobby. It shows the China Lobby removing and disgracing innocent officials who stand in its way!

As told by THE REPORTER, the China Lobby is one of the most important magazine stories ever on the newsstands.

No American can afford to miss it. Learn what the China Lobby means to you by reading the current REPORTER.

(144 words)

No. 1

This is the first issue of the REPORT.
Two weeks ago, THE REPORTER magazine began to tell it.
In that issue, THE REPORTER gave you the position of
the Chinese Poppa--the original, the patriotic, and the
modern. It is the first issue to do this.
Please be advised that the Chinese Poppa
is now on your newspaper, THE REPORTER shows you the
Chinese Poppa in action. If you want to see how the
Chinese Poppa has been functioning, it's just like looking out
of State Department headquarters under the powers of the
Chinese Poppa. If you see the Chinese Poppa removing any
discreetly functioning officials who stay in the way!
As told by THE REPORTER, the Chinese Poppa is one of the
most important magazine stories ever on the newsstands.
No American can afford to miss it. Let us wish the Chinese
Poppa success to your reading the current REPORTER.

(111 words)

THE REPORTER
1 min spot - China Lobby 2

No. 2

This — is unique.

The China Lobby story now in THE REPORTER magazine is without precedent. To the editor's best knowledge, never before in the history of American journalism has a publication possessed and made public a foreign power's secret cables about our government. The China Lobby story is secret, shocking news! In its last issue, THE REPORTER gave you the background of the China Lobby—the origin, the history, and the broader outlines of this sinister group. In the current issue, now on your newsstand, THE REPORTER shows you the China Lobby in action...attacking the very foundations of our government. As told by THE REPORTER, the China Lobby is one of the most important stories ever on the newsstands. You can't afford to miss it! Learn how the China Lobby affects you by reading THE REPORTER! It's on your newsstand now! (143 words)

RECORDED 1977
A printed version of this file is
available from the State Library

of Victoria. It is full speech typed and not
dictated and great attention has been given to punctuation, spelling
and punctuation. In addition to reading out of existing news
agency releases or editorials there was frequent consultation with
radio and television journalists. The former advised particular
points that could be taken up by the reporter. In general
material would not be recorded until very early morning but
in breaking stories and other situations where particular
information had to be passed on quickly material would be
dicted and passed on to the reporter. There is no reason to
believe that any material was not read over carefully
and checked before being passed on to the reporter. It is also
possible that some material was not read over at all but
dictated directly to the reporter. There were occasions when
material was dictated and read again. This makes it difficult
to determine exactly what happened. A printed copy of this
material is available from the State Library.



INTERCOLLEGIATE
BROADCASTING
SYSTEM

2808 ERIE ST., S.E., WASHINGTON 20, D. C.
706 SANDERS AVENUE, SCHENECTADY 2, N. Y.

Schenectady 2, New York
April 24, 1952

Mr. William Morrison, Manager
Station WHRC
Haverford College
Haverford, Pennsylvania

Dear Mr. Morrison:

Regarding the spots for Reporter, the sponsor wants to maintain the original schedule, so the dates for your broadcasts will be as follows:

April 7, 8, 15, 16, 17, 18, 21, 22, 29, 30.
May 1, 2, 5, 6, 13, 14, 15, 16, 19, 20.

I realize this schedule gives you only twenty spots, and I am sorry twenty-six could not be arranged, for the net amount due your station will be slightly lower than we figured. The amount will be reduced roughly in proportion, although the frequency discount allowed will not be as much.

Yours truly,



David W. Borst
Operations Manager

DWB:ehm

May 27, 1952

Mr. Harold R. Blackstone
829 Lancaster Avenue.
Bryn Mawr, Penna.

Dear Mr. Blackstone;

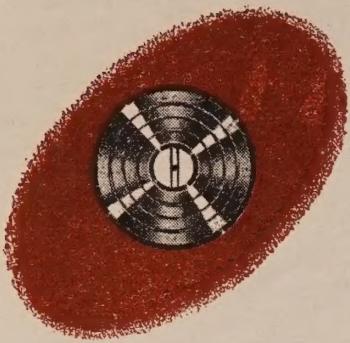
The Board of Directors of WHRC has asked me to convey to you their thanks for your services during the past year.

It may interest you to know that WHRC is planning two improvements during the next year. We are planning to be on the air twenty-four hours a day, and we are also, if an agreement can be reached, going to have our programs re-broadcast during the evening hours by the Haverford High School Radio Station. This will give us a radius of about 10 miles.

I would like to thank you once again for your services during the past year. Hoping we can reach a similar arrangement next year, I remain,

Yours very sincerely,

Richard D. Hardy
Production Manager



Standard Radio Transcription Services, Inc.

CHICAGO
HOLLYWOOD
NEW YORK

360 NORTH MICHIGAN AVENUE • CHICAGO, I

November 14, 1952

TO ALL CAMPUS STATIONS:

Standard Radio, a pioneer in the transcription library service field, is now offering its transcription library service for sale on an outright purchase basis. This recent policy change of selling library transcriptions outright instead of leasing them, as heretofore, has met with overwhelming success. The gratifying results of our sales efforts, during the past two months, have proved beyond doubt that library transcriptions should be offered in this way.

A sizable number of recent inquiries have been received from campus stations, indicating definite interest in obtaining either a new library or a used library, which might be available for outright purchase from one of our current subscribing commercial stations. New libraries consist of in excess of 5,000 musical selections pressed on 500 16" vinylite discs, and retail for \$1,925.00 without cabinets. However, a used library will contain:

- (a) 6000 (minimum) selections on approximately 600 16" discs;
- (b) 3 reconditioned Globe-Wernicke metal cabinets;
- (c) Sufficient file folders and alphabetical dividers to properly house the discs;
- (d) Complete cross-index cataloging system.

TERMS: \$750.00 complete, plus shipping charges. Payable 5% discount for cash, or \$187.50 with order plus \$62.50 per month for 9 months, covering balance.

Replacements on all discs will be available at \$2.50 per disc.

This offer is extended to campus stations only and we reserve the right to withdraw it without notice. For those of you who are in a position to take advantage of this opportunity to acquire, as your permanent property, this tremendous library of music specially designed for broadcast purposes, write or wire our nearest office today for additional information.

Cordially yours,

Gus Hagenah

Gus Hagenah, Vice President
STANDARD RADIO
Transcription Services, Inc.

gh/fsl

West Coast Office: 140 North LaBrea, Hollywood 36, Cal.

750
3750
750
110.50

